



WFLX

ORDER

Print Date 10/11/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Contract / Revision 835036 /

Original Date / Revision
10/11/12 10/11/12

Advertiser FL Democratic Party

Agency Dudley Media

Buying Contact

919 Catherine Street
Philadelphia, PA 19147

Product

FL Dem Party (Sachs, Bruno, Smith

Agency Com 15%

Billing Contact

919 Catherine Street
Philadelphia, PA 19147

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 06370522

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL500

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	46	\$10,051.25	\$11,825.00	0.00	10/29/12	11/06/12	46	\$10,051.25	\$11,825.00
Totals	46	\$10,051.25	\$11,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/30/12	11/02/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4			\$100.00		0.00				
E 2	WFLX	11/05/12	11/06/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		2			\$100.00		0.00				
E 3	WFLX	10/30/12	11/02/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Page 2 of 3

Contract / Revision 835036 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:15:00

Advertiser FL Democratic Party

Product FL Dem Party (Sachs, Brunc

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/30/12	11/02/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
E 4	WFLX	11/05/12	11/06/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$100.00		0.00			
E 5	WFLX	10/30/12	11/02/12	EXTRA EXTRA	Comm	430-5P	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
E 6	WFLX	11/05/12	11/05/12	EXTRA EXTRA	Comm	430-5P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
E 7	WFLX	10/30/12	11/02/12	RICKI RICKI	Comm	5-6P	-TWTF--	:30	4	\$130.00	P 1	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$130.00		0.00			
E 8	WFLX	11/05/12	11/05/12	RICKI RICKI	Comm	5-6P	1-----	:30	1	\$130.00	P 1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$130.00		0.00			
E 9	WFLX	10/30/12	11/02/12	RAYMOND RAYMOND	Comm	6-630P	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
E 10	WFLX	11/05/12	11/05/12	RAYMOND RAYMOND	Comm	6-630P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
E 11	WFLX	10/30/12	11/02/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
E 12	WFLX	11/05/12	11/05/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
E 13	WFLX	10/30/12	11/02/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	-TWTF--	:30	4	\$390.00	P 2	0.00	NM	4	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$390.00		0.00			
E 14	WFLX	11/05/12	11/05/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	1-----	:30	1	\$390.00	P 2	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$390.00		0.00			
E 15	WFLX	10/31/12	10/31/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--1----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 3

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Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:15:00

Advertiser FL Democratic Party

Product FL Dem Party (Sachs, Brunc

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	10/31/12	10/31/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--1----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,425.00		0.00			
E 16	WFLX	11/01/12	11/01/12	Thu Hour 1 X FACTOR	Comm	8-10P	---1---	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,425.00		0.00			
E 17	WFLX	10/30/12	11/04/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$525.00	P 2	0.00	NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTFSS					6	\$525.00		0.00			
E 18	WFLX	11/05/12	11/05/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$525.00		0.00			
													Totals	46	\$11,825.00

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WFLX-TV, West Palm Beach, FL Date 10-26-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of Fl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached -

WFLX #835036 10051.25
WFLX #840405 4721.25

Date of First Broadcast	Date of Last Broadcast
<u>10-30-12</u>	<u>11-6-12</u>

Total Charges: \$14,772.50 net

The broadcast time will be used by Florida Democratic Party - Sachs/Brown/Smith
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 10-26-12(Candidate or Agent) Bob Dudley☒ Accepted☐ RejectedBy [Signature]Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO: John Heislman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9-20-12

BUYER: Bob Dudley
AGENCY: Dudley Media
ADDRESS: 919 Catharine Street, Philadelphia PA 19147
PHONE #: 215 923 8812
FAX #:
OTHER:

AVAILS FOR

COMMITTEE: Florida Democratic Party: Sachs, Bruno, Smith
CHAIRPERSON:
TREASURER: Alma Gonzlez
ADDRESS: 214 Bronough St Tallahassee, FL 32301
PHONE #: 850 222 3411
FAX #:
OTHER:

FOR

CANDIDATE: Sachs, Bruno, Smith
OFFICE: State Senate
PARTY: Democrat

DAYPARTS: All
SCHEDULE DATES: As Ordered
COMMERICAL LENGTH: :30
PROGRAMS: All

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9-20-12

BUYER:	Bab Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Maria Sachs
CHAIRPERSON:	
TREASURER:	
ADDRESS:	14812 South Military Trail Delray Beach, FL 33445
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Maria Sachs
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Frank Bruno
CHAIRPERSON:	
TREASURER:	
ADDRESS:	Po Box 2005 Daytona Beach, FL 32115
PHONE #:	386 341 2021
FAX #:	
OTHER:	

FOR

CANDIDATE:	Frank Bruno
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Chris Smith
CHAIRPERSON:	
TREASURER:	
ADDRESS:	1740 Northwest 3 rd court Fort Lauderdale, FL 33311
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Chris Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	